

REMARKS/ARGUMENTS

Favorable reconsideration of this application, as presently amended and in light of the following discussion, is respectfully requested.

Claims 1, 4-5, and 30-37 are pending the application. Claims 1 and 4-5 are amended; and new Claims 35-37 are added by the present amendment. Support for the new and amended claims can be found in the original specification, claims and drawings.¹ No new matter is presented.

In the outstanding Office Action, Claims 1, 4-5 and 30-34 were rejected under 35 U.S.C. § 103(a) as unpatentable over Crosby et al. (U.S. Patent No. 6,628,928, herein “Crosby”) in view of Suzuki (U.S. Patent No. 5,857,149).

In response to the rejection of Claims 1, 4-5, and 30-34 under 103(a), Applicant respectfully submits that amended independent Claims 1 and 4 recite novel features clearly not taught or rendered obvious by the applied references.

Independent Claim 1 recites, in part, an information processing apparatus, comprising:

an acquisition means for acquiring a name of a radio broadcast station and a title of content presented by said radio broadcast station;

a generation means for generating a radio broadcast station ID and a content ID for identifying the content on the basis of said information acquired by said acquisition means, wherein the generated radio broadcast station ID and content ID are different from the acquired name of a radio broadcast station and title of content;

a storage means for storing said radio broadcast station ID and said content ID ...

a transmission means for transmitting the information stored in said storage means to a second information processing apparatus ***in response to a request made by said second information processing apparatus*** through a network...

¹ E.g., specification, p. 43-44.

Independent Claims 4 and 37, while directed to alternative embodiments, recite substantially similar features. Accordingly, the remarks and arguments presented below are applicable to each of independent Claims 1, 4 and 37.

Turning to the applied primary reference, Crosby describes an interactive radio system for use with broadcast radio stations wherein feedback is provided to subscribers of the system via the internet.² In Crosby's system, each mobile unit 122 includes a receiver 116 for receiving radio broadcasts, a GPS system 118 for determining the location of the vehicle, and a wireless transmitter 120 for transmitting interactive radio control signals to a network operation center. While listening to a broadcast, the subscriber selects program segments of interest by pressing an interactive radio control button on the mobile unit and, in response, the mobile unit transmits the carrier frequency of the radio broadcast, the date, the time, the geographical location of the vehicle, and a subscriber identification signal to the network operation center using the wireless transmitter. The network operation center then determines the identity of the selected program segment and accesses a database to provide information pertaining to the selected program segment which is then provided to the subscriber via the internet.

Crosby, however, fails to teach or suggest the feature of “***transmitting the information stored in said storage means (of the information processing apparatus) to a second information processing apparatus in response to a request made by said second information processing apparatus*** through a network,” as recited in amended independent Claim 1.

In addressing this claimed feature, the outstanding Office Action relies on Fig. 1 and col. 7, ll. 44-47 of Crosby. This cited portion of Crosby describes that the network operation center 110, in response to receiving a signal carrier frequency, date, time of broadcast or

² Crosby, Abstract.

geographical location of a broadcast transmission, downloads information pertinent to the program segment and provides that information within a website accessible by the subscriber.

Thus, the outstanding Office Action appears to assert that the network operation center 110 is analogous to the claimed second information processing apparatus, and the mobile units 104 are analogous to the claimed information processing apparatus. However, the network operation center 110 of Crosby never transmits a request to the mobile station 104 for which the response is broadcast station identification information and content identification information stored at the mobile device. More specifically, Crosby, fails to teach or suggest transmitting a broadcast station ID and content ID from the information processing apparatus (e.g., mobile unit 104) to a second information processing apparatus (e.g., network operation center 110) ***in response to a request made by the second information processing apparatus***, as recited in amended independent Claim 1.

Instead, Crosby describes that the network operation center 110, in response to data received from the mobile unit 104, retrieves or downloads information pertinent to the program segment and provides that information within a website accessible by the subscriber. Thus, in Crosby, the request is made from the mobile unit 104 to the network operation center 110 and not vice versa.

Accordingly, Crosby, fails to teach or suggest “transmitting the information (broadcast station ID and content ID) stored in said storage means (of the information processing apparatus) to a second information processing apparatus ***in response to a request made by said second information processing apparatus***,” as recited in amended independent Claim 1.

Further, Suzuki is relied upon only to address the feature related to the content being an “audio quiz question” and fails to remedy any of the above-noted deficiencies of Crosby.

Accordingly, Applicant respectfully requests that the rejection of Claim 1 (and the claims that depend therefrom) under 35 U.S.C. § 103 be withdrawn. For substantially similar reasons, it is also submitted that independent Claim 4 (and the claims that depend therefrom) and new independent Claim 37 patentably define over Crosby and/or Suzuki.

Additionally, amended independent Claims 1 and 4 recite the feature of
“...transmitting the information stored in said storage means to *a third information processing apparatus which generates a tag code based on the received information and broadcasts the tag code to a plurality of receiver apparatuses.*”

As described in an exemplary embodiment at pp. 43-44 of the specification, the stored broadcast station ID and content ID are transmitted from the ID assigning server to a tagging functional unit 45, which generates a tag code corresponding to the ID data. This tag code is then broadcast to the receivers.

Crosby and Suzuki, neither alone, nor in combination, teach or suggest this claimed feature.

New dependent Claims 35 and 36, which depend from independent Claims 1 and 4, respectively, further recite that the apparatus includes “a provider-address-identifying means for identifying a content provider’s network address corresponding to a provider ID supplied by a fourth information processing apparatus on the basis of the information in the storage means.”

Crosby and Suzuki, neither alone, nor in combination, teach or suggest this claimed feature.

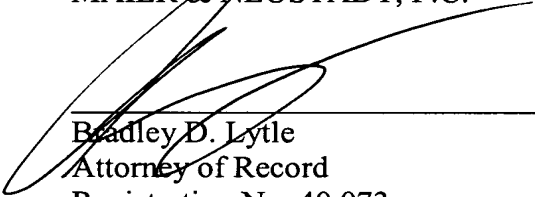
Consequently, in view of the present amendment and in light of the foregoing comments, it is respectfully submitted that the invention defined by Claims 1, 4-5 and 30-37 is patentably distinguishing over the applied references. The present application is therefore believed to be in condition for formal allowance and an early and favorable reconsideration of the application is therefore requested.

Respectfully submitted,

OBLON, SPIVAK, McCLELLAND,
MAIER & NEUSTADT, P.C.

Customer Number
22850

Tel: (703) 413-3000
Fax: (703) 413 -2220
(OSMMN 08/07)



Bradley D. Lytle
Attorney of Record
Registration No. 40,073

Andrew T. Harry
Registration No. 56,959

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